



DC MAIN STREETS

Program Application FORM

(Ward 5 Rhode Island Avenue Target Area)

Applications Due: February 13, 2009

Application Submitted by

Applicant Organization

Neighborhood Commercial District

**Organization Representative:
Print Name**

Name of Proposed Main Streets Program

**Organization Representative:
Signature**

Date

Government of the District of Columbia

Adrian M. Fenty, Mayor

Nicole J. Becton, Interim Director, Department of Small and Local Business Development

Table of Contents

APPLICATION SECTIONS

	<u>PAGE</u>
I. Support and Funding	3
II. Development History	13
III. Community Characteristics	16
IV. Commercial District Characteristics	20
V. Program Goals	27
VI. Readiness to Participate	30
VII. Attachments	36

Please limit answers to space provided unless otherwise noted.

Use 11pt font or larger (handwritten responses are not accepted).

Consult the Application Guidelines for specific instructions on each section/question.

I. Support and Funding

A. Certification of Applicant Organization

Complete the appropriate section A:

- Item 1 if the applicant organization is an existing nonprofit organization (i.e., already incorporated and operating in the District of Columbia) that plans to establish a separate operating structure for the Main Street program; or,
- Item 2 if the applicant organization is a forming nonprofit organization (i.e., is in the process of incorporating a nonprofit organization in the District for the purpose of operating a Main Streets program).

NOTE: On the original application, this signature must be notarized.

Photocopies are sufficient for other application copies.

1. Existing Nonprofit Organization

I hereby certify that _____

(name of nonprofit organization)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

Organization President/Chair
Print Name

Notary Public
Print Name

Organization President/Chair
Signature

Notary Public
Signature

Date

Date



Notary Seal

2. Forming Nonprofit Organization

I hereby certify that _____

(name of organizing group)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

President/Chair of Organizing Group
Print Name

Notary Public
Print Name

President/Chair of Organizing Group
Signature

Notary Public
Signature

Date

Date



I. Support and Funding (continued)

B. List of Individuals Who Prepared the Application

This application was prepared by and with the cooperation of:

	Name and Title	Affiliation (Organization/Business) Mailing Address	Telephone (daytime) E-mail	Signature
1. PRIMARY CONTACT				
2.				
3.				
4.				
5.				
6.				
7.				

I. Support and Funding (continued)

C. Support

1. Broad-based community support and involvement is critical to local Main Streets program's success. List the community stakeholders, major constituents and organizations that have indicated their support of your interests in operating a Main Streets program.

Indicate how each stakeholder/constituent/organization is currently involved with neighborhood commercial district revitalization efforts and in what capacity they will serve in the future with the proposed Main Streets program.

I. Support and Funding (continued)

C. Support (continued)

2. What other key partners will your organization likely engage to effectively establish and operate a Main Streets program?

List the partners, such as those identified below, and describe each group's current focus and its intended involvement with Main Streets. Use additional pages if necessary.

- | | |
|--|--|
| ▪ District government (including Councilmembers and Advisory Neighborhood Commissioners) | ▪ neighborhood associations |
| ▪ Chamber of Commerce | ▪ historical society |
| ▪ business/professional associations | ▪ arts organization and/or cultural institutions |
| ▪ parking operators | ▪ civic groups/clubs |
| ▪ community development corporations | ▪ religious or faith-based institutions |
| ▪ historic preservation committee or organizations | ▪ educational institutions |
| ▪ heritage tourism organizations | ▪ major employers in the community |
| | ▪ social or family service providers |

I. Support and Funding (continued)

C. Support (continued)

3. Provide original signed letters of support or formal resolutions endorsing your organization's interest in operating a Main Streets program support from the following:
 - a. **Ward Councilmember(s)** [Reference Attachment C in Section VII]
 - b. **Advisory Neighborhood Commissioners** [Reference Attachment D in Section VII]
 - c. **Stakeholder organizations** (e.g., business/merchant association, civic association, community development corporation). Resolution of Support or Letters of Support are acceptable [Reference Attachment E in Section VII];
 - d. **Business Owners**—NOTE: Must have signed letters from at least 51 percent of the businesses operating within the proposed Main Streets commercial district boundaries [Reference Attachment F in Section VII]; and,
 - e. **Property Owners** [Reference Attachment F in Section VII]

I. Support and Funding (continued)

D. Funding

1. Proposed Budget

Enter budget information using the DCMS Excel form, which will be provided by email to all applicants that submit a Notice of Intent to Apply. Save the completed Excel form on a CD-Rom and submit with original application. (may be saved to the CD-Rom with digital pictures (see *Section VII, Attachment M*).

Expenditures	Year One	Year Two	Year Three
Executive Director salary	\$	\$	\$
Executive Director benefits			
Salary - other			
Benefits - other			
Staff/Volunteer Training Costs			
Staff/Volunteer Travel			
Rent			
Utilities			
Telephone			
Insurance			
Office Supplies			
Depreciation			
Postage			
Printing/copying			
Photo Supplies			
Professional Dues/ Memberships			
Advertising			
Accounting			
Organization Committee			
Promotion Committee			
Design Committee			
Economic Restructuring Committee			
Contingency			
Other:			
TOTAL*	\$	\$	\$

I. Support and Funding (continued)

D. Funding (continued)

2. Sources of Income, Services, and Donations

Sustainable funding is critical for the ongoing operation of the Main Street program. Applicants must demonstrate the capacity to generate funding through a diverse mix of sources.

Enter the income projections (for the exclusive support of the Main Streets program) using the DCMS Excel form, which will be provided by email to all applicants that submit a Notice of Intent to Apply. Save the completed Excel form on a CD-Rom and submit with original application. (may be saved to the CD-Rom with digital pictures (see *Section VII, Attachment G*).

NOTE: All DC Main Streets grant funds and all funds raised in the name of the Main Streets program must be used exclusively for the Main Streets program and its operations.

Source**	Year One	Year Two	Year Three
Board of Directors Contributions	\$	\$	\$
Business Contributions	\$	\$	\$
Corporate Contributions			
Individual Contributions/ Memberships			
DC Government (including DC MAIN STREETS)			
Business Improvement District			
Fees for Services			
Event Income			
In-Kind Donations			
Other:			
Other:			
Other:			
Total Income**	\$	\$	\$

* Expenditures should not exceed income.

** All sources of income, cash and in-kind, must be documented.

I. Support and Funding (continued)

D. Funding (continued)**3. Fund Development Strategy**

Describe how you plan to secure the projected income identified in Item I.D.2

What is your organization's funding development strategy for the proposed Main Streets program?

I. Support and Funding (continued)

D. Funding (continued)

4. Certification of Funding

We herby certify that on this _____ of 2009 the
(month and day)

_____ has:
(name of applicant organization)

- \$_____ in hand and \$_____ pledged for funding Year 1 of the local Main Streets program and that these funds are allocated exclusively for the Main Streets program; and,
- \$_____ in hand and \$_____ pledged for funding Year 2 of the local Main Streets program and that these funds are allocated exclusively for the Main Streets program; and,
- \$_____ in hand and \$_____ pledged for funding Year 3 of the local Main Streets program and that these funds are allocated exclusively for the Main Streets program; and,

(Signature of President/Chair of Governing Body)

(Date)

5. Evidence of Funding

Attach pledges and/or other written documentation of *all* committed Main Streets program funding sources (including public and private funds and cash, and in-kind donations), as consistent with Section I.D.4 above (Section VII, Attachment F).

6. *If you are an existing nonprofit organization* (see Item I.A.1), describe your fund-raising efforts to date and their results.

Attach the following financial statements in Section VII: Attachment F.

- a. Financial statements for the past two (2) years
- b. IRS 990 forms for past two tax (2) years

II. Development History

In this *Section II Development History* and in *Section III Community Characteristics*, applicants should provide information about the neighborhood and community, where the proposed Main Streets commercial district is located.

NOTE: There will be an opportunity in *Section IV Commercial District* for applicants to provide information specific to the proposed Main Streets commercial district.

1. Briefly describe how the Rhode Island Avenue neighborhood developed over time, including information about its establishment, growth, and economic base.

List significant changes to this community over the years, including major factors in its growth or decline.

2. Summarize this neighborhood's current economic and community development trends. Describe how these trends affect the neighborhood business district.

II. Development History (continued)

3. Please list and briefly describe any major neighborhood improvement projects, either commercial or residential in scope, that were undertaken in the last five years.

Describe for each improvement project:

- needs addressed by project;
- participants;
- funding sources; and,
- outcomes and resulting actions.

4. Describe your neighborhood's major goals for the next three years.

5. Characterize how active volunteers are in your neighborhood. Describe the level of volunteer involvement in various neighborhood improvement efforts.

III. Neighborhood Characteristics

1. Indicate the location that you define as the “heart” of the proposed Main Streets commercial district?
2. What are the zip code(s) that encompass the proposed Main Streets commercial district?

3. Ward Population

Ward 5 has _____ population

4. Commercial District Population

Zip Code(s) for proposed Main Streets commercial district area:

Zip code: _____ has _____ population
Zip code: _____ has _____ population
Zip code: _____ has _____ population

5. Market Area Population

List the current population within a 1, 3, and 5 mile radius of the “heart” of the commercial district.

1 mile _____ 3 miles _____ 5 miles _____

6. Number of households within the zip code(s) for the for proposed Main Streets commercial district area.

Zip code: _____ has _____ households
Zip code: _____ has _____ households
Zip code: _____ has _____ households

7. Median income for households within the zip code(s) for the for proposed Main Streets commercial district area

Zip code: _____ has _____ Median household income
Zip code: _____ has _____ Median household income
Zip code: _____ has _____ Median household income

III. Neighborhood Characteristics (continued)

8. Describe any major employers in the neighborhood. List their proximity to the commercial district.

Employer	Product/Service	# of employees	Distance to commercial district

III. Neighborhood Characteristics (continued)

9. List the number of shopping centers and/or strip mall developments *within the neighborhood*.

10. List and describe any nearby shopping centers or business districts that are competition for your neighborhood commercial district.

III. Neighborhood Characteristics (continued)

11. What is the general condition of the housing stock in the neighborhood?

12. List the nearest Small Business Resource or Development Center(s).

IV. Commercial District Characteristics

In this *Section IV Commercial District* applicants' responses should be specific to the proposed Main Streets commercial district area.

A. General District Characteristics

1. Successful commercial district revitalization programs initially focus their efforts within a specific district or project area to show concentrated change. **List the proposed boundaries of the commercial district on which your program will focus for its first three years.** (This description should correspond to the district outlined on the required map in *Section VII, Attachment H*).

Describe the reason for selecting these boundaries.

Describe what makes this a distinct district.

2. Provide a brief narrative description of the commercial district, including predominant uses, building stock, and primary customer base.

A. General District Characteristics (continued)

- page 21

IV. Commercial District Characteristics (continued)

B. Physical Profile

1. Number of commercial buildings in the proposed Main Street district: _____
2. Number of completely vacant buildings in district: _____
3. Number of buildings in district with only upper floors vacant: _____
4. Number of vacant lots in district: _____
5. Describe the condition of the following elements in your district.
 - a. Transportation infrastructure (streets, sidewalks, parking facilities, public transportation, etc.)

 - b. Public facilities (public buildings, parks, recreational facilities, etc.)

 - c. Commercial Buildings
6. Is safety or crime an issue in the commercial district? _____ Yes _____ No
If yes, describe any action (public or private) take to address these issues and the outcome.

IV. Commercial District Characteristics (continued)

C. Usage Profile

- What is the **total number of businesses** operating in the proposed Main Streets commercial district: _____
- Indicate the **number of specific types of businesses and other establishments** operating in the proposed Main Streets commercial district:

RETAIL	SERVICE	FOOD / RESTAURANTS
_____ Auto Parts (not service)	_____ Accounting and Tax Service	_____ Bakery and Coffee Shops
_____ Beauty Supplies (not salons)	_____ Attorneys and Legal Services	_____ Bars, Lounges & Taverns
_____ Beer, Wine, and Liquor	_____ Auto Repair (not parts sales)	_____ Cafeterias and Buffets
_____ Car Dealership	_____ Banks	_____ Carry Out / Fast Food
_____ Clothing/Accessories	_____ Check Cashing	_____ Restaurant (sit down/ full service)
_____ Convenience	_____ Churches, Synagogues	_____ Other FOOD SERVICE
_____ Discount / Variety	_____ Child Day Care Services	
_____ Electronics/ Cell Phones	_____ Construction	<input type="checkbox"/> TOTAL FOOD/ RESTAURANTS
_____ Florists	_____ Funeral Services	
_____ Furniture and Appliances	_____ Gasoline Stations	ARTS
_____ Gifts and Cards	_____ Hair Styling (men & women)	_____ Art Galleries
_____ Grocery Stores / Food Markets	_____ Hospital	_____ Dance Studios
_____ Hardware	_____ Hotels, Motels and BnBs	_____ Museums/Cultural Institutions
_____ Jewelry	_____ Insurance Agencies	_____ Theaters
_____ Office Supply / Stationery	_____ Locksmiths	_____ Other ARTS
_____ Pawn Shops	_____ Laundry and Dry Cleaners	
_____ Pharmacies	_____ Medical Services / Physician	<input type="checkbox"/> TOTAL ARTS
_____ Sporting Goods	_____ Nail Salons	
_____ Thrift/Used Merchandise Stores	_____ Post Office / Mailing	PUBLIC
_____ Other RETAIL	_____ Printing and Copying	_____ DC Government office
	_____ Real Estate	_____ Federal Government office
<input type="checkbox"/> TOTAL RETAIL	_____ Social Service and Nonprofits	_____ Libraries
	_____ Veterinarians and Pet Care	_____ Post Offices
	_____ Other SERVICE	_____ Schools
	<input type="checkbox"/> TOTAL SERVICE	_____ Other PUBLIC
		<input type="checkbox"/> TOTAL PUBLIC

IV. Commercial District Characteristics (continued)

C. Usage Profile (continued)

3. Estimated average rent for commercial space in the Main Street district: \$_____ per square foot/year

4. Building permits issued in the district (obtain from DCRA web site):

	2007	2008
Number issued:	_____	_____
Dollar improvement value (total):	_____	_____

D. Current Promotion/Marketing Efforts

1. Describe the community's general perception of the commercial district (proposed Main Street commercial district).
2. Describe any annual community events held in the proposed Main Street district, including date and age of event, attendance, and sponsor(s).
3. Describe any current efforts to promote or market the proposed Main Street district. Describe how these activities are organized and financed.

IV. Commercial District Characteristics (continued)

E. Historic Buildings

1. Is all or part of the proposed Main Streets district a designated historic district?
_____ No _____ Yes

2. List any buildings (with street addresses) in the proposed Main Streets district that are listed in the District of Columbia Inventory of Historic Sites or the National Register of Historic Places. Indicate whether the buildings are listed individually or contribute to the significance of a historic district.

3. Is any community organization involved with the preservation of historic commercial buildings? List the organization and its activities in the proposed Main Streets district in the last five years.

IV. Commercial District Characteristics (continued)

F. Business Challenges

1. What tangible business challenges can be addresses through the Main Street program?

Describe specific challenges of neighborhood commercial businesses and the role the Main Street organization will have in improving those conditions. (Demonstrates awareness of constraints and a general understanding of the Main Street Approach and tools.)

2. Describe any business services and assistance provided in the last three (3) years to businesses operating in the proposed Main Streets commercial district. These can be services/assistance provided by the applicant organization or other entities.

V. Program Goals

1. What specific goals does your neighborhood expect to achieve through the Main Streets program?
2. Of the district's major liabilities and needs, which will be a priority for the Main Streets program to address immediately?

V. Program Goals (continued)

3. How can/should the following programs, resources, and tools guide the Main Street program's priorities?

- Comprehensive plan
- Historic preservation plan
- Strategic Neighborhood Action Plan (SNAP)
- Great Streets Strategic Development Plan
- Enterprise Zone
- SBA HUB Zone
- Tax increment financing
- Business Improvement District
- Community Development Corporation(s)

Use additional pages if necessary.

V. Program Goals (continued)

4. What do you believe will be the long-term impact of the Main Streets program on the neighborhood?

VI. Readiness to Participate

1. Explain what steps you have taken to educate neighborhood businesses about the Main Street Approach and involve them in the planning of the Main Streets program.
2. Describe any commercial district revitalization conferences or seminars that representatives from your neighborhood have attended.

VI. Readiness to Participate (continued)

3. Explain the proposed structure of your local Main Streets program.
Will the program be housed in a new or existing non-profit organization?
Explain your reason for selecting this structure.

Described the organization's mission and tax status.

Include in Section VII (Attachments) the following documents:

- **DC Non-profit incorporation documentation** from DCRA as Attachment "T";
- **Tax-status** certificate or letter from IRS as Attachment "T";
- **Organizational chart** as Attachment J'
- **Articles of Incorporation** as Attachment L; and,
- **By-laws** as Attachment L.

Use additional pages if needed.

VI. Readiness to Participate (continued)

4. Provide list of the **Board of Directors** and describe:

- their current responsibilities; and,
- what their responsibilities will be after hiring a Main Streets Executive Director

Describe the board of directors or governing body that will assume financial, policy, and programmatic responsibility for Main Streets locally.

5. Describe the role of the Main Streets program (executive) director. Indicate to whom the director will report. Describe the skills and qualities for which you will look when hiring.

Insert the resume(s) of potential/preferred Executive Director candidate(s).

VI. Readiness to Participate (continued)

6. Describe your organization's capacity to make its Main Streets program operational within 30 days of grant award.

Include strategy for engaging board of directors and Main Streets executive director.

7. In the Attachment section (see *Section VII, Attachment K*), include a letter from the Main Streets organization indicating its intent to hire a Main Streets executive director within 30 days of designation as a local Program. A sample *Notice of Intent to Hire a Main Streets Executive Director* is included in the *Application Guidelines* document.

8. Describe your volunteer outreach/recruitment strategy.
Successful Main Streets programs must have a solid group of volunteers to participate on the committees.

VI. Readiness to Participate (continued)

9. If your neighborhood is designated as a *DC MAIN STREETS* program participant, how will you introduce the Main Streets program to the business community?

10. Describe your strategy to identify and lease permanent office space located within the boundaries of the proposed Main Streets commercial district.

Describe your strategy for interim office space to operate the Main Streets program at the time of grant award, if selected (approximately February 2009)

11. Describe the direct experience (organizational and/or core Main Street program leadership) has delivering small business services to strengthen retail operations and improve the overall business district for residents, consumers, visitors and business and property owners.

VII. Attachments

Insert the required documents, as attachments in the following order. Instructions on completing and submitting each attachment is either included below or in the respective application section (referenced below).

Any attachments sent separately will **not** be considered (i.e., mailed, fax or emailed to DSLBD under separate cover).

Attachment A: **Notice of Intent to Apply**

(copy of letter submitted January 23, 2009)

Attachment B: **Applicant Resolution**

(sample provided in Application Guidelines document)

Attachment C: **Letters of Support from Ward Councilmember(s)**

(sample provided in Application Guidelines document)

Attachment D: **Letters of Support from Advisory Neighborhood Commission**

(sample provided in Application Guidelines document)

Attachment E: **Letters of Support or Resolutions of Support from Stakeholder Organizations**

Resolutions (not letters) from stakeholder organizations such business/merchant association, civic association, community development corporation. *(sample provided in Application Guidelines document)*

Attachment F: **Letters of Support from Business and/or Property Owners**

(sample provided in Application Guidelines document)

Attachment G: **Proposed Budget, Sources of Income, Financial Statements and Pledges**

See Section I.D. Items 1, 2 and 3.

Item 1. Proposed Budget*

Item 2. Sources of Income*

Item 3. Financial Statements (existing nonprofits only)

c. Financial statements for the past two (2) years

d. IRS 990 forms for past two tax (2) years

Item 4. Pledges and other Documentation of Committed Funding for Main Streets Program

* Obtain Excel forms via email from DSLBD/DCMS.

Complete and submit print copy with application.

Save electronic copy on CD-Rom (can be same CD-Rom for Attachment M).

VII. Attachments (continued)

Attachment H: **Street Map with Boundaries for
Proposed Main Streets Commercial District**

Attachment I: **Non-profit Registration and Tax Status documentation**
(DCRA and IRS certificate or letter)

Attachment J: **Organization Chart** for applicant organization

Attachment K: **Letter of Commitment to Hire a Main Streets Executive Director**
(sample provided)

Attachment L: **Articles of Incorporation and the By-laws** for applicant organization
A copy of the articles of incorporation and the by-laws of the private, non-profit organization designated to serve as the governing board of the local Main Streets program.

Attachment M: **Representative Digital Photographs** (up to 25)
Up to twenty-five (25) digital images that depict the proposed commercial district including its buildings, businesses, streetscape and assets.

- Label each attached image file with the name of building/business and address/location (e.g., “Bryan Building_1234 Rhode Island”); and
- Include a brief description of each image submitted.

Submit on one CD-Rom with the original application. (i.e., do not provide CD-ROMs for the set of 4 application photocopies).